

# Idyll Energy Solutions

Mark Cotton

Jamie Durbin

Kathryn Imler

Allen Klein

Kevin McFarland

Winslow Moran-Hodge

## Vision

Idyll Energy Solutions encourages the adoption of energy efficient technologies by identifying and providing consumer products that empower the customer to participate in sustainable energy practices.

## Social Impact

Every year, the United States alone contributes 97 billion pounds of carbon dioxide to the atmosphere from energy that is wasted by power devices when they are plugged in and powered off. This is called idle power consumption, and it is a silent thief that greatly impacts the environment. That 97 billion pound waste is the equivalent of every citizen of the US throwing 42 bags of trash into the air every year, thus contributing to 1% of the world's carbon emissions annually.

To combat this issue, Idyll Energy Solutions (stemming from the word, idyllic) has developed an intelligent power strip that will disconnect and restore power to appliances based on movement in a room. This product, called Switch, will eliminate idle power consumption by up to 60 watts a year in the average household, amounting to a 232.4 million lbs. reduction. Additionally, Idyll will strategically partner with Pioneer Human Services (PHS) for packaging, distribution, and warehousing needs. PHS employs individuals who have high barriers to employment that are marginalized in society because of their pasts. Idyll will also contribute to planting of over 66,000 trees to offset carbon emissions from the operations and production of Idyll products. And finally, Idyll will help return money to the consumer by reducing energy bills through the efficiency of Switch.

## Competitive Edge

Idyll Energy Solutions believes that it can successfully enter the energy efficient market because of the unique, innovative design of the Switch Strip that is unlike anything on the market. In sum, the Switch Strip: allows consistent power to the control port, uses intelligent motion sensing capacity, automates powering on and off of individual devices, permits users to personalize timer settings, eliminates the need for active interaction by user, and only consumes 1 watt of power. These features outshine the current market offerings and position the Switch Strip to be an industry leader.

The Idyll Energy Solutions team combines electrical engineering know-how and business experience to create a consumer appealing product. A strong board of advisors and mentors empowers this team to build its solution including: Javad Maadani, Senior Energy Management Engineer and Supervisor of the Conservation Resources Division at Seattle City Light; Dean A. Klein, Vice President at Micron Technology, Inc; Professor Kevin Bolding, department Chair of Electrical Engineering at SPU; Jake Sedlock, Executive Vice President and Global Key Account Manager at GfK Group; legal advice from Brian Howe, founder and principal attorney at VoxLegal; operations and distribution guidance from Alex "Sandy" Gibb, Senior Vice President of Pioneer Human Services. With strong community, business, and academic experts behind them, Idyll Energy Solutions is positioned to deliver a striking blow against vampire power.

## Financial Summary

	Year 1	Year 2	Year 3	Year 4	Year 5
Net Revenue	\$ 104,891	\$ 438,390	\$ 994,308	\$ 1,703,793	\$ 2,555,053
Net Expense	\$ 322,284	\$ 720,726	\$ 906,969	\$ 984,499	\$ 997,528
Net Income (Loss)	\$ (217,393)	\$ (282,337)	\$ 57,643	\$ 474,734	\$ 1,027,967
Total Carbon Reduction (Lbs)	3,952,623.71	24,845,063.32	70,864,896.52	142,012,123.30	232,357,808.10
Trees Planted	1129	5969	13149	20328	25813
Hours of Labor Created for PHS	271	1433	3156	4879	6195